

Consumer's Need for Uniqueness in Buying Small Cars

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Abstract

Buying motive is a psychological factor which provokes a customer to buy a product. There are numerous factor which induce buying. Consumer are key factor to any manufactured product. So companies have started to target consumer motives to fulfill their need and wants. Buying motives are classified into numerous variables . Consumers make many buying decisions every day. However it should be remembered that the actual act of purchasing is only one stage in the process and the process is initiated at the several stages prior to the actual purchase. Need for Uniqueness is one of the component which induce buying in customers mind. Small segment car market in India grows rapidly with large amount of requirement by buyers. Car companies in India target customers with their unique qualities. Each companies concentrate towards need for uniqueness in their product to satisfy all category customers. This paper concentrates on buying motives of need for uniqueness among customer in buying car. Participants were 334 male and 82 female.

Keywords: Buying motives; Need for Uniqueness; Customer; and car

1.0 Introduction

Motivation can be described as the driving force within individuals that impels them to action.

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This driving force is produced by state of tension, which exist as the result of an unfilled need. Individuals strive both consciously and subconsciously to reduce this tension through behaviour that anticipate which fulfill their needs and thus relieve them of stress they feel. The specific goals they select and the patterns of action they undertake to achieve their goals are the results of individual thinking and learning.

Every individual has needs; some are innate, others are acquired. Innate needs are physiological; they include the need for food, for water, for air, for clothing, for shelter, and for sex. Because they are need to sustain biological life, the biogenic needs are considered primary needs or motives. Acquired needs are needs we learn in response to our culture or environment. These may include need for esteem, for prestige, for affection, for power and for learning. Because acquired needs are generally psychological they are considered secondary need or motives. They result from the individuals subjective psychological and from relationship with others. This primary and secondary needs induce individuals to purchase goods and services.

1.1 Purchase Methods

The method of purchase depends upon the product to be purchased and purchase intentions. The purchase can be fully planned, partially planned or unplanned. The actual purchase and its effect on the consumer behaviour is the last stage of consumer behaviour. The basic objective is to get satisfaction from a product or service as anticipated. But in order that consumer gets result as expected or better than his expectation depends upon method of purchase and process of purchase.

Fully Planned

Most of the purchase of consumer durables like TV., cars, refrigerators, cooking range are fully planned. Similarly purchase of durables like house property, insurance policy are fully planned. They are normally purchased after proper evaluation.

Partially Planned

In this category those items fall which the consumer intends to buy but does not make a shopping list before visiting the store/shop. In this group often the decision on the quantity to be purchased and the brand to be purchased is decided by seeing the price, the display of packing and the mood at the time of purchase.

Unplanned Purchase

Those purchases which are purchased spontaneously without prior planning are called unplanned purchases. In such items advertisement, display, discount, sales promotion schemes, free coupons, lottery gifts etc. induce a customer to purchase them when otherwise he has no intention to buy.

2.0 Buying Motives

Buying motives can be defined as all the impulses, desires and considerations, which induce a buyer to purchase a given product. Buying motives are basically of two kinds

1. Product motives
2. Patronage motives

The impulses, desires and considerations that make people buy a given product, are called product motives. The impulse, desire and consideration that make people buy from a particular firm/shop are called patronage motives.

Product motives are of several types; and they can be classified in several ways. One classification, that is linked to the nature of satisfaction sought by the buyer, puts them into the following two categories:

1. Emotional motives
2. Rational motives

Another classification that takes into account the utility and prestige dimensions of a product puts them into the following two categories.

1. Operational Product Motives
2. Socio-psychological Product Motives

Economical product motives are those impulse that appeal to the buyer's pride or ego, his urge to imitate others, or his desire to be distinctive. The emotional motives may persuade a consumer to buy a certain product without evaluating the plus and minus points of such action. Careful reasoning or logical analysis need not be found behind such purchases. Rational product motives, on the contrary, involve a logical analysis of the intended purchase - the purpose expected to be served by the product, the various alternatives available to the buyer, etc. Relevant and valid reasons that justify the purchase are characteristics of rational product motives.

Consumers typically go through seven major stages when making decisions: need recognition, search for information, pre-purchase evaluation, purchase, consumption, post-consumption evaluation, and divestment. Though marketing textbooks and consumer researchers sometime employ slightly different terms or consolidate some of the stages, the study of consumer behaviour focuses primarily on these seven stages and how various factors influence each stage of consumers decisions. By understanding the stages in the consumer decision making road map, marketers can discover why people are not buying products and what can be done to get them to buy more or buy from a specific supplier.

3.0 Consumer Need for Uniqueness

People's motives for shopping are a function of many variables, some of which are unrelated to the actual buying of products. It is maintained that an understanding of shopping motives require the consideration of satisfactions which shopping activities provide, as well as the utility obtained from the merchandise that may be purchased. If needs other than those associated with particular products motivate people to go to a store, the retailer should incorporate this information into his marketing strategy. [Tauber, 1972].

Consumers' need for uniqueness is grounded in Snyder and Fromkin's (1980) uniqueness theory, which manifests itself in the individual's pursuit of material goods to differentiate themselves from others (Tian et al. , 2001).

Consumers' need for uniqueness is demonstrated in three types of consumer behaviour :creative choice counter-conformity; unpopular choice counter-conformity; and avoidance of similarity.

In the first type of behaviour, creative choice counter-conformity, consumers purchase goods that express their uniqueness and also are acceptable to others. Other consumers willingly risk social disapproval to establish their uniqueness by selecting products that deviate from group norms though unpopular choice counter-conformity consumer behaviour (Tian et al. , 2001).

To avoid similarity with others, consumers may develop a variety of strategies. For instance, they may purchase discontinued styles, shop in vintage stores, or combine apparel in unusual ways.

In a study of the effects of social needs on conspicuous consumption,(Amaldoss and Jain ,2005) found that consumers tended to purchase high-quality products not because of their desire for uniqueness but despite it. The results of those studies support the idea that consumers' brand perceptions are related to their need for uniqueness.

Method

4.0 Participants

Participants were 334 male and 82 female business man, government employee, private sector employee, farmer, professionals from Tamilnadu state in India. Age group of respondents were calculated on the basis of 18-25=19.2,26-35=40.9,36-45=27.9,46-55=12.0. Participants were told that the study measures the need for uniqueness in buying small segment car.

4.1 Procedure

Definition of uniqueness for both markets is the same due to order of importance for each constructs in mind of participants in the survey while this definition remain the same between genders and among respondents with different level of education.

Findings indicate that consumers want to express their individuality, and they also want to maintain social norms (Knight, Dee K; Eun Young Kim, 2007). A self-administered and consumer need for uniqueness questionnaire were circulated .

Each questionnaire consist of 45 questions that includes 14 demographic variables and 31 items distributed as follows, creative choice counter conformity(11), unpopular choice counter conformity(11), and avoidance of similarity(9) (Tian, Bearden, and Hunter, 2001)

5.0 Results

In order to examine the significant difference among the respondents profile and various dimensions of need for uniqueness, one way ANOVA were carried out using SPSS.

Age Vs. Need for uniqueness

H0: There is no significant difference between the consumer need for uniqueness and their age.

Table 1: Respondents opinion towards need for uniqueness dimensions based on their age

Consumer need for uniqueness	Age	Mean	Std. Deviation	f-value	p-value
Creative choice / counter conformity	Less than 25	3.89	0.50		
	26-35	3.78	0.59		
	36-45	3.70	0.62	6.477	0.001* (S)
	Above 55	3.44	0.68		
unpopular choice / counter conformity	Less than 25	3.39	0.61		
	26-35	3.35	0.68		
	36-45	3.39	0.66	0.220	0.882(NS)
	Above 55	3.32	0.60		
Avoidance of similarity	Less than 25	3.38	0.87		
	26-35	3.43	0.87		
	36-45	3.33	0.83	0.653	0.582(NS)
	Above 55	3.25	0.88		

The creative choice / counter conformity mean value is ranged from 3.89 to 3.44. From the mean value it is observed that less than 25 years age group are more interested over creative choice / counter conformity. The respondents who are in the age group of above 55 are least interested on creative choice / counter conformity.

From the ANOVA it is observed that f-value is 6.477 and the corresponding p-value is 0.001. Hence there is significant difference in creative choice / counter conformity based on their age.

The unpopular choice / counter conformity mean value is ranged from 3.39 to 3.32. From the mean value it is observed that age group less than 25 and 36 to 45 years age group are more interested over unpopular choice. The respondents who are in the age group of above 55 are least interested on unpopular choice. The observed f-value is 0.220 and the corresponding p-value is 0.882. Hence there is no significant difference in unpopular choice with respect to age.

The mean value for avoidance of similarity ranges from 3.43 to 3.25. From the mean value it is observed that 26 to 35 years age group are more interested over avoidance of similarity. The respondents who are in the age group of above 55 are least interested on avoidance of similarity. The observed f-value is 0.653 and the corresponding p-value is 0.582. Hence there is no significant difference in avoidance of similarity based on their age.

5.2 Education Vs. Need for Uniqueness

H₀: There is no significant difference between the consumer need for uniqueness and their education.

Table 2: Respondents opinion towards consumer need for uniqueness dimensions based on their education

Consumer need for uniqueness	Education	Mean	Std. Deviation	f-value	p-value
Creative choice	Primary education	3.44	0.69		
	Graduation	3.74	0.57	6.316	0.001(S)
	Pg	3.86	0.57		
	Others	3.70	0.64		
Unpopular choice	Primary education	3.23	0.644		
	Graduation	3.31	0.638		
	Pg	3.45	0.648	2.525	0.057(S)
	Others	3.50	0.729		
Avoidance of similarity	Primary education	3.04	1.00		
	Graduation	3.49	0.74	3.866	0.010(S)
	Pg	3.33	0.91		
	Others	3.35	0.90		

The creative choice / counter conformity mean value is ranged from 3.86 to 3.44. From the mean value it is observed that post graduates are more interested over creative choice / counter conformity. The primary education respondents are least interested on creative choice / counter conformity. From the ANOVA it is observed that f-value is 6.316 and the corresponding p-value is 0.001. Hence there is significant difference in creative choice / counter conformity based on their education.

The unpopular choice / counter conformity mean value is ranged from 3.50 to 3.23. From the mean value it is observed that others category respondents are more interested over unpopular choice / counter conformity. The primary education respondents are least interested on unpopular choice / counter conformity. From the ANOVA it is observed that f-value is 2.525 and the corresponding p-value is 0.057. Hence there is significant difference in unpopular choice / counter conformity based on their education.

The avoidance of similarity mean value is ranged from 3.49 to 3.04. From the mean value it is observed that graduation are more interested over avoidance of similarity. The primary education respondents are least interested on avoidance of similarity. From the ANOVA it is observed that f-value is 3.866 and the corresponding p-value is 0.010. Hence there is significant difference in avoidance of similarity based on their education.

5.3 Occupation Vs. Need for Uniqueness

H0: There is no significant difference between the consumer need for uniqueness and their occupation.

Table 3: Respondents opinion towards consumer need for uniqueness dimensions based on their occupation

Consumer need for uniqueness	Occupation	Mean	Std. Deviation	f- value	p- value
creative choice / counter conformity	Business man	3.86	0.40	4.503	0.001*(S)
	Government employee	3.58	0.62		
	Private sector employee	3.79	0.60		
	Agriculture	3.39	0.86		
	Professionals	3.76	0.55		
unpopular choice / counter conformity	Business man	3.32	0.69	1.880	0.113(NS)
	Government employee	3.30	0.58		
	Private sector employee	3.33	0.56		
	Agriculture	3.23	0.62		
	Professionals	3.51	0.79		
Avoidance of similarity	Business man	3.48	0.76	4.176	0.003**(S)
	Government employee	3.43	0.88		
	Private sector employee	3.49	0.78		
	Agriculture	2.96	0.97		
	Professionals	3.20	0.94		

The creative choice / counter conformity mean value is ranged from 3.86 to 3.39. From the mean value it is observed that business man are more interested over creative choice / counter conformity.

The respondents who are agriculture are least interested on creative choice / counter conformity. From the ANOVA it is observed that f-value is 4.503 and the corresponding p-value is 0.001. Hence there is significant difference in creative choice / counter conformity based on their occupation.

The unpopular choice / counter conformity mean value is ranged from 3.51 to 3.23. From the mean value it is observed that professionals are more interested over unpopular choice / counter conformity. The respondents who are agriculture are least interested on unpopular choice / counter conformity. From the ANOVA it is observed that f-value is 1.880 and the corresponding p-value is 0.113. Hence there is no significant difference in unpopular choice / counter conformity based on their occupation.

The avoidance of similarity mean value is ranged from 3.49 to 2.96. From the mean value it is observed that private sector employee are more interested over avoidance of similarity. The respondents who are agriculture are least interested on avoidance of similarity. From the ANOVA it is observed that f-value is 4.176 and the corresponding p-value is 0.003. Hence there is significant difference in avoidance of similarity based on their occupation.

5.4 Brand Vs. Need for Uniqueness

H0: There is no significant difference between the consumer need for uniqueness and brand.

Table 4: Respondents opinion towards consumer need for uniqueness dimensions based on their owning which small segment car company

Consumer need for uniqueness	Owning which small segment car company	Mean	Std. Deviation	f- value	p- value
creative choice / counter conformity	Maruthi	3.70	0.65	2.140	0.075(NS)
	Ford	3.77	0.53		
	Tata	3.80	0.60		
	Hyundai	3.76	0.58		
	Others	3.38	0.73		
unpopular choice / counter conformity	Maruthi	3.24	0.63	1.678	0.154(NS)
	Ford	3.41	0.57		
	Tata	3.46	0.71		
	Hyundai	3.38	0.67		
	Others	3.30	0.58		
Avoidance of similarity	Maruthi	3.30	0.83	5.861	0.001*(S)
	Ford	3.53	0.69		
	Tata	3.38	0.92		
	Hyundai	3.49	0.84		
	Others	2.55	0.92		

The creative choice / counter conformity mean value is ranged from 3.80 to 3.38. From the mean value it is observed that respondents owning Tata are more interested over creative choice / counter conformity. The respondents owning other small segment car are least interested on creative choice / counter conformity. From the ANOVA it is observed that f-value is 2.140 and the corresponding p-value is 0.075. Hence there is no significant difference in creative choice / counter conformity based on their owning which small segment car company.

The unpopular choice / counter conformity mean value is ranged from 3.46 to 3.24. From the mean value it is observed that respondents owning Tata are more interested over unpopular choice / counter conformity. The respondents owning Maruthi are least interested on unpopular choice / counter conformity.

From the ANOVA it is observed that f-value is 1.678 and the corresponding p-value is 0.154. Hence there is no significant difference in unpopular choice / counter conformity based on their owning which small segment car company.

The avoidance of similarity mean value is ranged from 3.53 to 2.55. From the mean value it is observed that respondents owning Ford are more interested over avoidance of similarity. The respondents owning other small segment car are least interested on avoidance of similarity. From the ANOVA it is observed that f-value is 5.861 and the corresponding p-value is 0.001. Hence there is significant difference in avoidance of similarity based on their owning which small segment car company.

6.0 Conclusion

This study reveals the value of consumer need for uniqueness among small segment car buyers. This study focuses on customer purchase intention towards their uniqueness need. Creative choice / counter conformity respondents are having higher level of interest on TATA companies car. Unpopular choice/counter conformity respondents are also having higher level of interest on TATA companies car. Avoidance of similarity respondents are having higher level of interest towards Ford companies car.

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